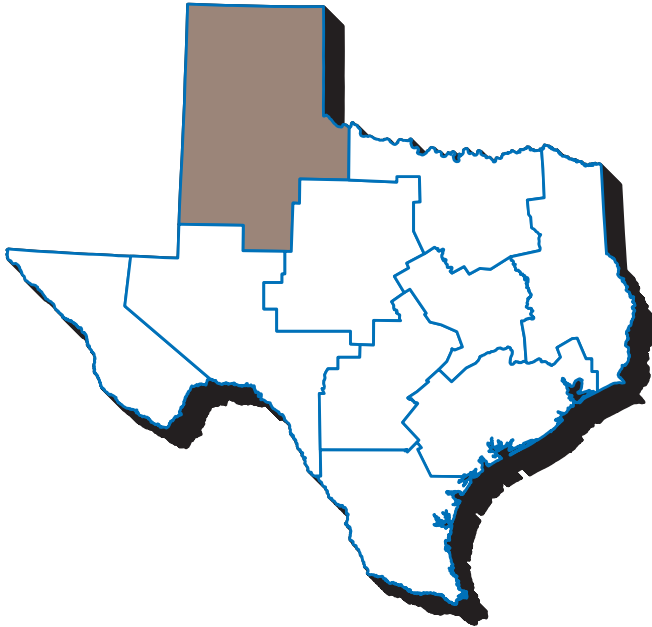


Texas PLAINS TRAIL REGION *Economic Impact*



The 52-county Texas Plains Trail Region features rich heritage, diverse culture, and unforgettable history. Travel and tourism are vital to the Texas economy, and the Plains Trail Region is no exception. In 2018, direct travel spending in the Plains Trail Region accounted for roughly \$2.6 billion of the overall \$80.3 billion spent by visitors to the state.

Visiting historic sites, communities, and museums is a significant component of the state's and region's travel industry. A 2015 study by The University of Texas at Austin and Rutgers University determined that more than 10.5 percent of all travel in Texas is heritage-related.

Travel Matters



\$2,581,110,000
direct travel spending in 2018



\$77,130,000
state and local taxes generated
from travel spending

Travel Means Jobs



25,450
jobs directly supported by
tourism spending within the region



\$683,560,000
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, August 2019

For more information, contact the Plains Trail Region at info@texasplainsrail.com.
or the Heritage Tourism Program at the Texas Historical Commission at community-heritage@thc.texas.gov.

**TEXAS
HISTORICAL
COMMISSION**
REAL PLACES TELLING REAL STORIES

